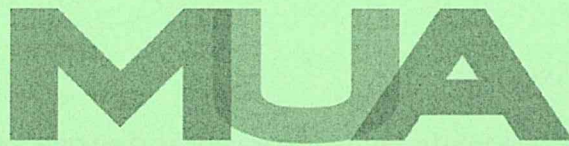


The
Management
University
of Africa



Sponsored by the Kenya Institute of Management

UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 301 : ADVERTISING MANAGEMENT

DATE: 7TH DECEMBER 2016

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Safaricom advertising has been among the most prolific in marketing history of Kenya. The various advertising campaigns throughout the company's history have often had a major impact on the society. The logo and colour designs are immediately recognizable throughout the country, and are integral to the brand's image and recognition in the marketplace. The Safaricom ads have made the company identify with the country and become the mobile service provider of choice. These ads have made every mobile users refer to the airtime services as "bamba". Safaricom has repeatedly been ranked as the number one mobile service provider and innovator in the country. The company is considered in the country as having the most aggressive advertising campaigns.

Safaricom Company partnerships designed for exclusivity, i.e. Mpesa services outlets and airtime vendors only offering Safaricom products and services, eliminating any direct competition. They sponsor sporting events via use of the company, e.g. Lewa marathon, again offering attendant consumers the brand's products solely. This allows for one-to-one sales to corporate clients. The company sends out text messages in an attempt to personalize promotions, and viral marketing exertions rely heavily on communication from brand loyalists.

Since the brand is recognized throughout the country, little if any audience building is necessary. Differing tactics are provided on individual social networking sites, yet a consistently unified message is upheld. Web based interaction is focused on design and functionality, relying on banners, video and public relations. New products, online games, and social, cultural and sporting events are the focus of the company to increase on data communication as voice stabilises.

Reliance on exclusive company partnerships to provide both data and voice eliminates competition. Point of Sale displays include brand specific kiosks for Mpesa along with airtime purchase at almost every corner of the country.

Required:

- a) Safaricom uses an advertising agency in its advertising campaigns. Discuss five factors the company would take into account in selecting a suitable advertising agency to handle the company's advertising efforts. (10 marks)
- b) With examples from the case study, discuss five (5) different forms of advertising employed by Safaricom Limited. (10 marks)
- c) Explain five motives the company has to appeal to the urban market. (5 marks)

QUESTION TWO

Discuss the 5 Classifications of Advertising and give examples for each. (15 marks)

QUESTION THREE

- a) What are the main challenges likely to be faced in advertising? (10 marks)
- b) Briefly explain the features of an emerging industry that are likely to affect the advertising strategy to adopt. (5 marks)

QUESTION FOUR

- a) Explain the AIDA concept as espoused by Elmo Lewis (8 marks)
- b) Discuss the Ethical and Moral principles of Advertising (7 marks)

QUESTION FIVE

Assess the economic role of Advertising to various industries. Support your answer with examples. (15 marks)

QUESTION SIX

Discuss the factors that are considered in the determination of media strategies (15 marks)

